



# Who We Are

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- The essential forum advocating adoption of plant-based products
- We aspire to deliver a sustainable future based on renewable goods that improve global resource efficiency to meet the challenges of the 21st century.



# Founding Members

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- Georgia Pacific
- Stone Straw
- Cargill
- Tate & Lyle
- Archer Daniels Midland
- Ingredion
- Emerald Brands
- WestRock/Multi Packaging Solutions
- Tree Free Hemp
- Newtrient
- Hemp Industries Association
- Loliware
- Visolis Biosolutions
- Hemp Road Trip
- Hemp Industries Association

# Advisory Board Members

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- Californians Against Waste
- University of California Division of Agriculture and Natural Resources
- GreenBlue
- International Conservation Caucus Foundation
- Professor Ramani Narayan, Michigan State University's Department of Chemical Engineering & Materials Science

# Environmental Objectives

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- 🌿 Reduce Carbon Emissions
- 🌿 Curtail Municipal Waste
- 🌿 Improve Water Quality
- 🌿 Improve Soil Health



# Toward a Circular Economy

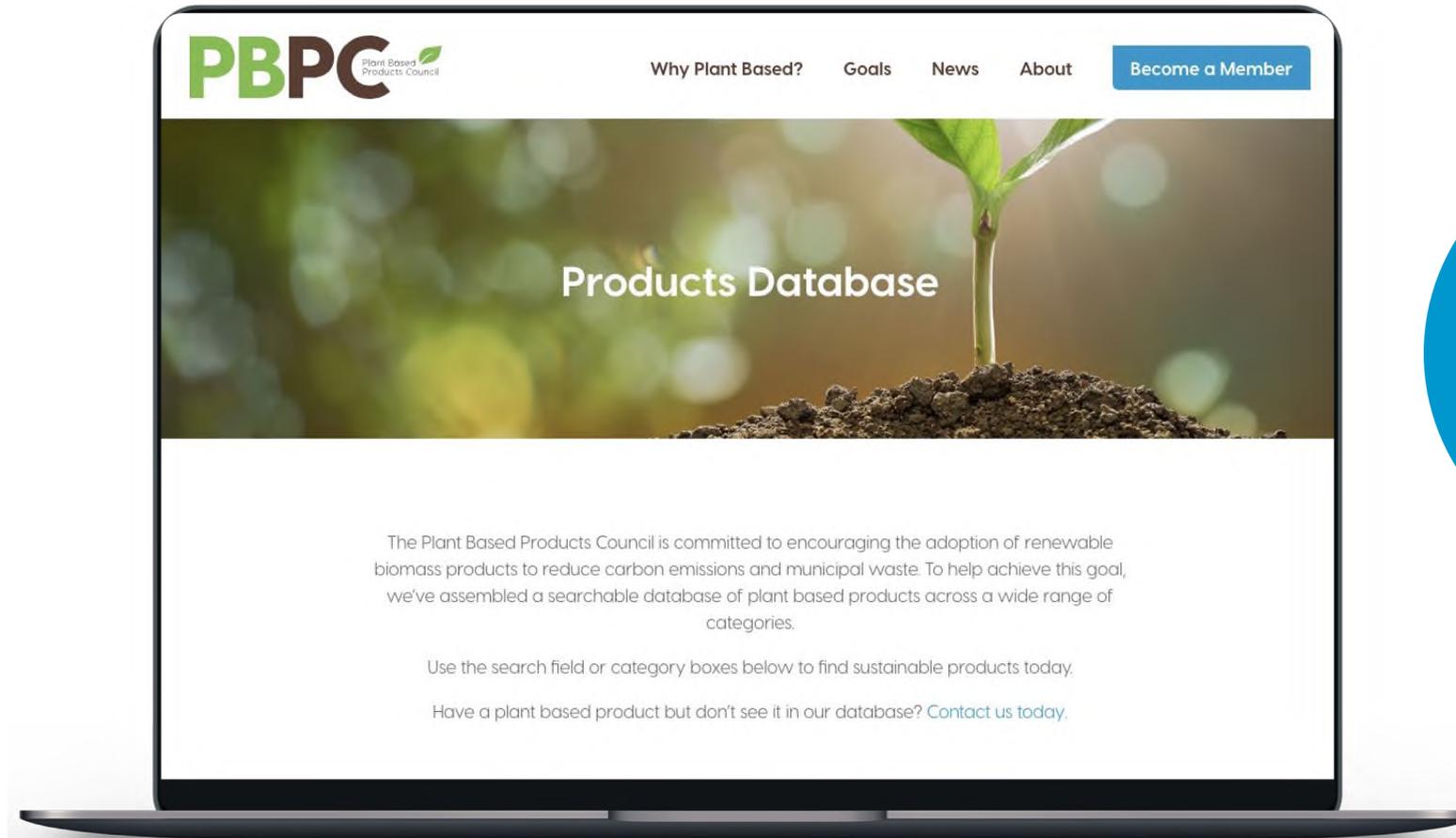
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<https://resource.co/article/circular-economy-could-provide-ni-jobs-boost-10523>

# Plant Based Products Database

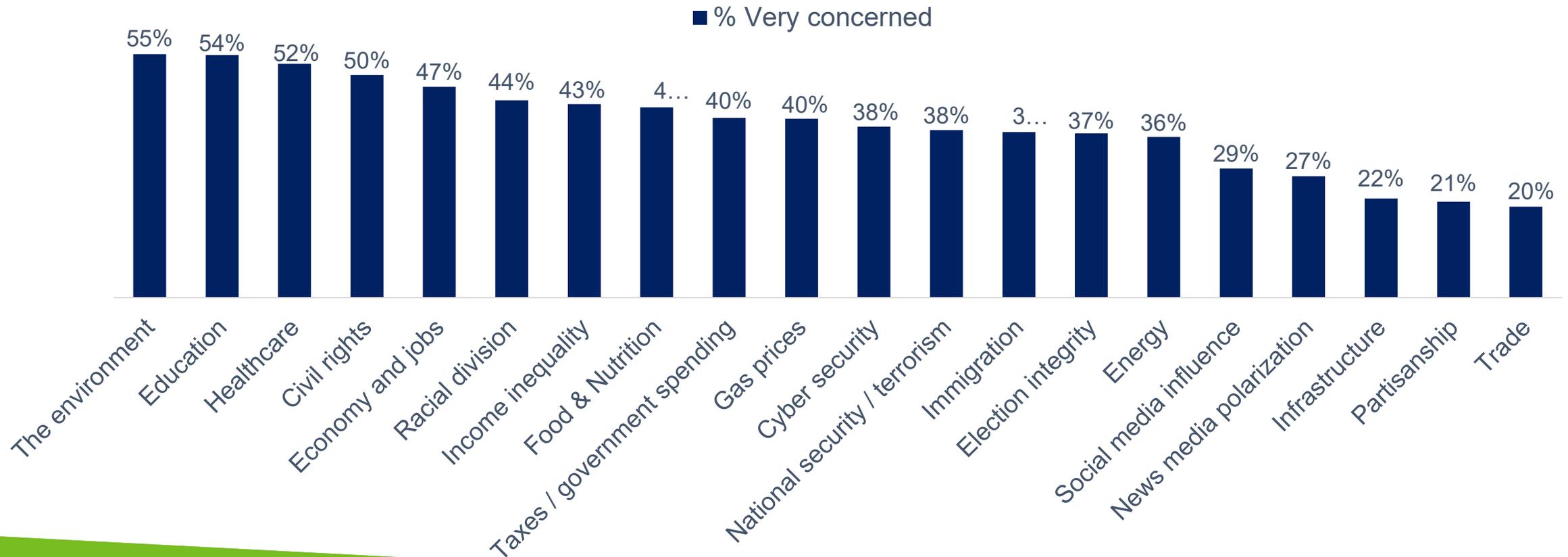
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# Polling

## Bioplastics address Millennials main concern: the environment.

Are you concerned or unconcerned with the following issues?



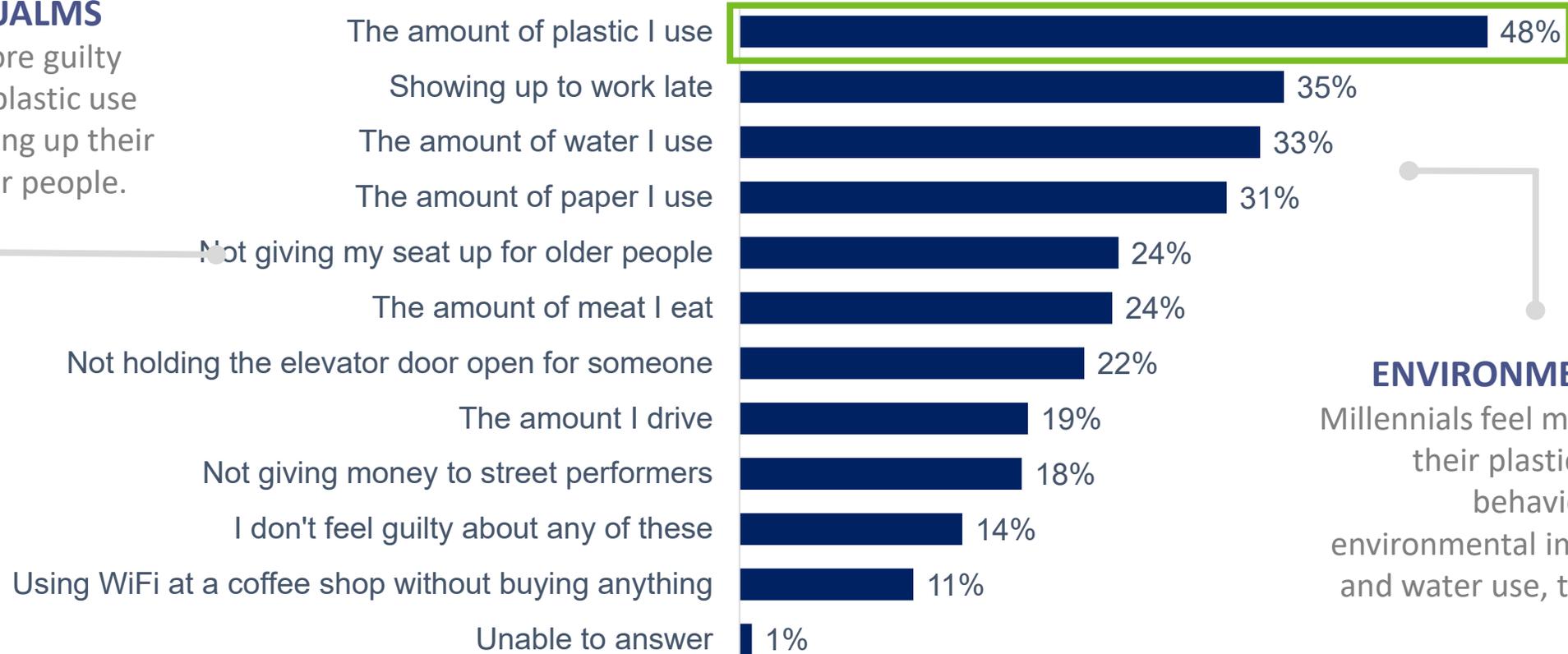
# Polling

## Millennials feel guilty about their plastic use.

Which of the following, if any, do you feel guilty about?

### MORAL QUALMS

They feel more guilty about their plastic use than not giving up their seat for older people.



### ENVIRONMENTAL IMPACT

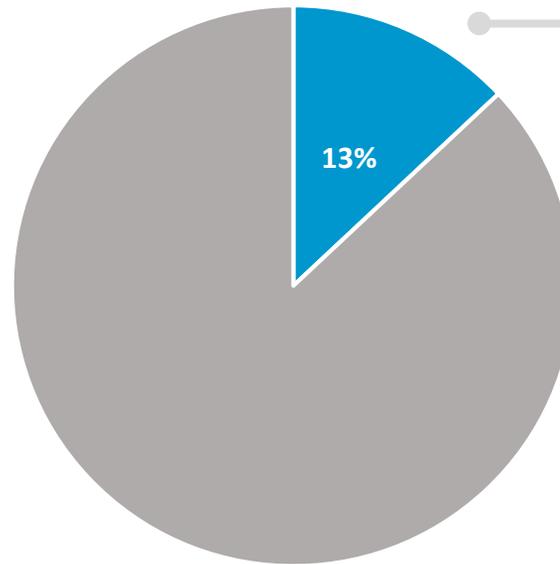
Millennials feel more guilty about their plastic use than other behaviors that have an environmental impact (i.e. paper and water use, the amount they drive)

# Polling

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But few are familiar with bioplastics.

How familiar are you with plant-based plastics, known as bioplastics?



**“VERY FAMILIAR”**

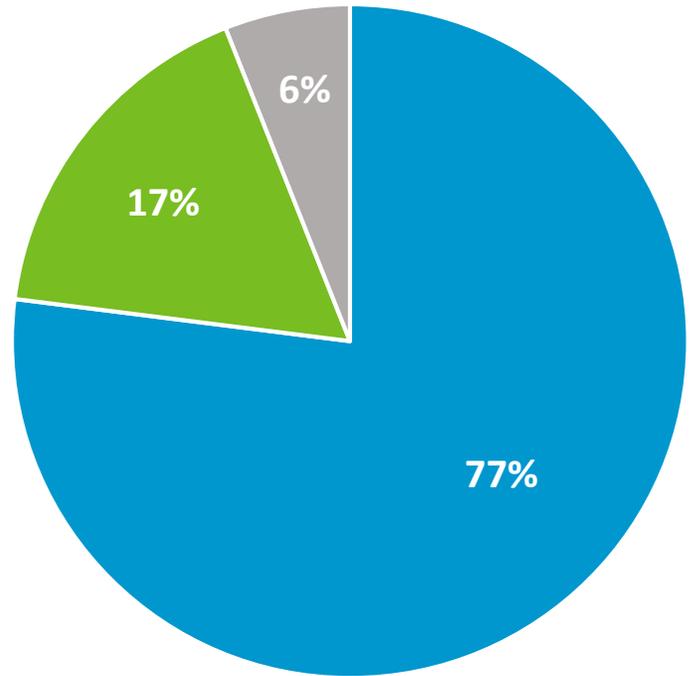
Only a small number of Millennials report being “very familiar” with bioplastics.

# Polling

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Once informed, Millennials overwhelmingly prefer bioplastic.

If a food service venue had both bioplastic and petroleum-based plastic utensils, which utensil would you choose?



■ The bioplastic utensil   ■ The petroleum-based plastic utensil   ■ Unable to answer

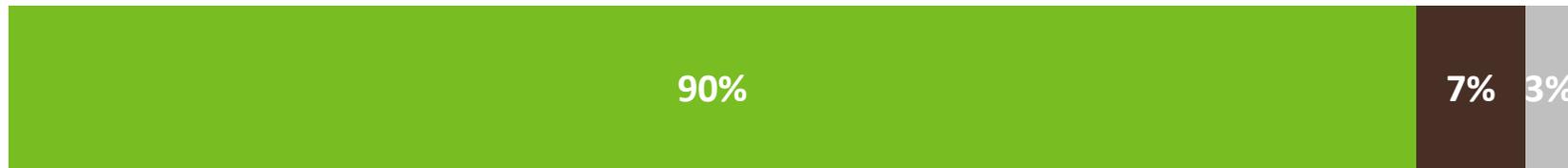
Even with just a small amount of information about bioplastics, most Millennials would make the switch.

# Polling

## Across the board, Millennials are favorable toward bioplastic.

Based on what you know now, how favorable are you toward bioplastic?

■ Favorable ■ Unfavorable ■ Unable to answer



### VOTERS

An even number of Clinton and Trump voters are favorable toward bioplastic.

### EDUCATION

An even number of college educated and non-college educated Millennials are favorable toward bioplastic.

### RACE

Comparable numbers of White, Black, and Hispanic Millennials are favorable towards bioplastics.

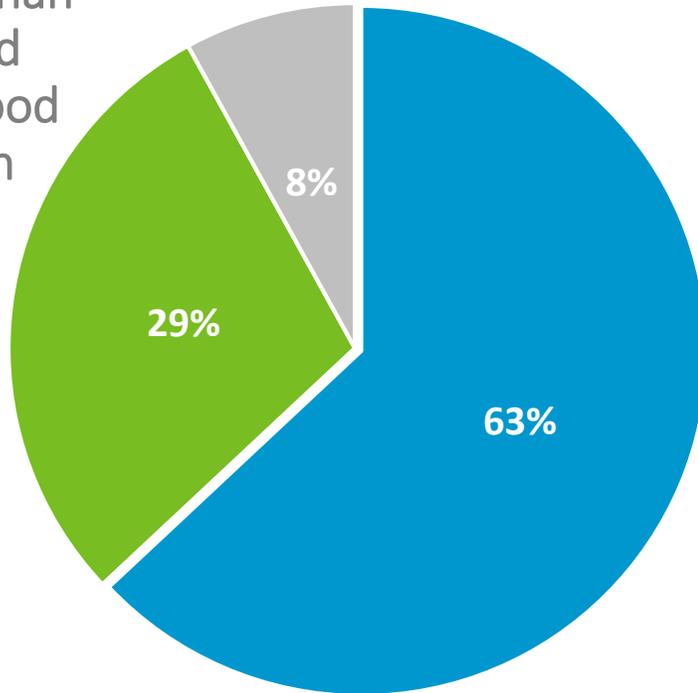
### URBAN/RURAL

Comparable numbers of Urban, Suburban, and Rural Millennials are favorable toward bioplastics.

# Polling

## And they're willing to pay more for it.

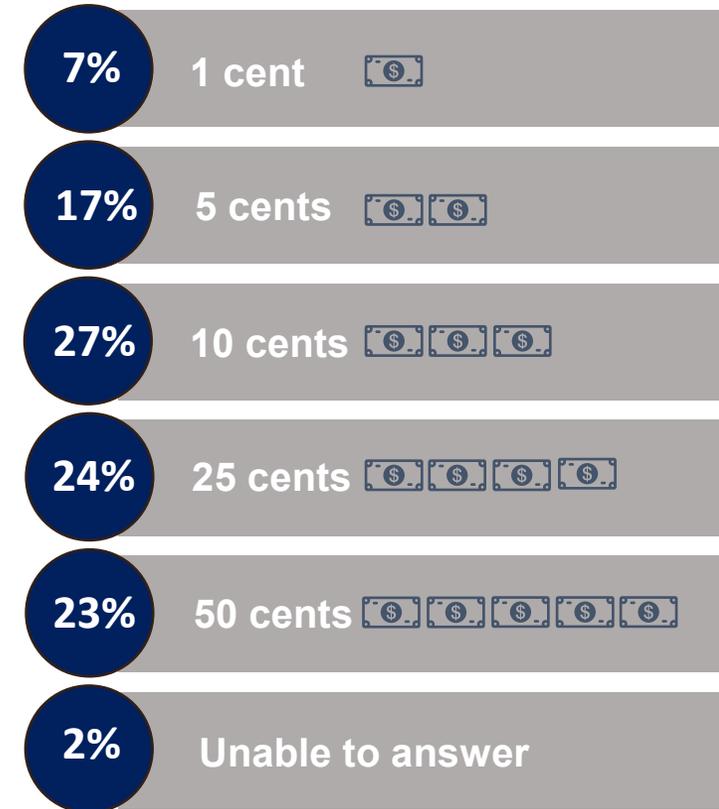
If a bioplastic utensil costs slightly more than the petroleum-based plastic utensil in a food service venue, which utensil would you choose?



■ Bioplastic utensil   ■ Petroleum-based plastic utensil   ■ Unable to answer

## WILLINGNESS TO PAY

74% of those willing to pay extra for a bioplastic utensil would pay 10 cents or more



# Economic Forecasts

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## \$12.2 Billion

- Predicted global market for biochemicals by 2021 ([SBI Energy](#))

## \$237,000 Jobs

- Added to the American economy in the next six years by biobased products ([USDA](#))
- Quadruple the number of jobs in today's domestic coal industry





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